



WDAF-TV

ORDER

Print Date 10/29/12 Page 1 of 3

Flight Dates 10/16/12-10/29/12

<u>Contract / Revision</u>	584018 /	<u>Product</u>	<u>Order Sep</u>	00:15:00
<u>Original Date / Revision</u>		IAFF (FIREFIGHTERS)	<u>Estimate #</u>	2121
	10/24/12 10/24/12	Agency Com 15%	<u>Alt Order #</u>	09845805
		Billing Contact	<u>Billing Type</u>	Cash
<u>Advertiser</u>	IAFF FirePAC 2012		<u>Order Type</u>	GENERAL
		3050 K Street NW	<u>Billing Cycle</u>	EOM/EOC
		Ste 100	<u>Billing Calendar</u>	BROADCAST
<u>Agency</u>	Waterfront Strategies	Washington, DC 20007	<u>Demographic</u>	A35+
<u>Buying Contact</u>			<u>Rev Codes</u>	SP-POL ISS POL
1010 Wisconsin Avenue		Sales Office DC-M	<u>Product Codes</u>	PL2C
Suite 800		Sales Region NAT	<u>Priority</u>	DEFAULT
Washington, DC 20007		Agency Ref	<u>Advertiser Ref</u>	

Primary Account Executive

Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Order Share 25% Market Value 51720

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	25%	12930
KCWE	%	0
KMBC	25%	12930
KMCI	%	0
KPXE	%	0
KSHB	25%	12930
KSMO	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	18	\$10,990.50	\$12,930.00	0.00	10/01/12	10/26/12	18	\$10,990.50	\$12,930.00
Totals	18	\$10,990.50	\$12,930.00	0.00					

Billing Plan

Ln	Ch	Start	End	Inventory Code	Break Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	4	10/18/12	10/19/12	M-F 7-8a	CM-All 7-8a	---TF--	:30	1	\$825.00	1	0.00	NM	1	\$825.00
				M-F 7-8a	(7:00 AM-8:00 AM)									
FOX 4 NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
		Week: 10/15/12	10/21/12	---TF--	1	\$825.00	0.00							
2	4	10/18/12	10/19/12	M-F 7-8a	CM-All 7-8a	---TF--	:30	1	\$825.00	1	0.00	NM	1	\$825.00
				M-F 7-8a	(8:00 AM-9:00 AM)									
FOX 4 NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
		Week: 10/15/12	10/21/12	---TF--	1	\$825.00	0.00							
3	4	10/18/12	10/19/12	M-F 9-10a	CM-All 9-10a	---TF--	:30	1	\$500.00	1	0.00	NM	1	\$500.00
				M-F 9-10a										
FOX 4 NEWS AT 9A														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
		Week: 10/15/12	10/21/12	---TF--	1	\$500.00	0.00							



WDA-TV

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Contract / Revision

594013

Flight Dates 10/16/12-10/29/12

Hiatus Dates

Original Date / Revision

10/24/12 / 10/24/12

Order Sep 00:15:00

Advertiser IAFF FirePAC 2012

Product IAFF (FIREFIGHTERS)

Estimate # 2121

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals		
																	Amount		
FOX 4 NEWS																			
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>				<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
		Week: 10/22/12	10/28/12		-T---F---				2	\$1,800.00		0.00							
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>		<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>					
		1	4	10/22/12-10/28/12	M-F 9-10p	9-10p	(9:00 PM-9:30 P	T----F----	:30	(\$1,800.00)	0.00	AM							
<i>Credited</i>																			
N 15	4	10/25/12	10/25/12	M-F	10-1030p	CM-All	10-1030p		---T---	:30	1	\$1,800.00	1	0.00	NM			1	\$1,800.00
					M-F 10-1030p														
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>				<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
		Week: 10/22/12	10/28/12		---T---				1	\$1,800.00		0.00							
Totals																			
																	18	\$12,930.00	